

To: All Andy K's store Managers (CID - 4084-00-00)

From: Andy Kerstein

Subject: R.J.Reynolds Tobacco Company, Salem pack promotion

Dear store managers:

Your local R.J.Reynolds Sales Representatives are authorized to place 650 25 cents off pack stickers on all Salem brand styles, beginning week of 2/13/95.

Important: insure the quantity of stickers placed on packs do not exceed 650 packs

A large counter pack display with advertising cards will be used to display this promotion.

Reimbursement for this promotion will be paid at headquarters.

If you have any questions, call me.

Authorized by: Andy Kerstein Title: President Date: 2/3/95

51853 3055

Please secure signatures of Store Managers to verify placement of 650 25¢-off-a-pack non-paid vpr stickers (all SALEM brand styles), return to J. T. Jones.

<u># OF VPR STICKERS PLACED</u>	<u>DATE PLACED</u>	<u>MANAGERS SIGNATURE</u>
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Andy K's
75 Oakhill Road
Middletown, NJ
123014

Andy K's
160 1st Avenue
Atlantic Highlands, NJ
123014

Andy K's
1160 Ocean Avenue
Sea Bright, NJ
123014

Andy K's
217 Clarksville Road
West Windsor, NJ
123016

Andy K's
1 South Main Street
Marlboro, NJ
133418

51853 3056